



# Samsara for City of Farmers Branch

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*Regional Sales Manager*

*August 2024*

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# Samsara for City of Farmers Branch

Thank you for the opportunity to present our Connected Operations platform. We look forward to showing the City of Farmers Branch team why Samsara is a strategic partner that can help City of Farmers Branch achieve its vision for a safer, more efficient business.

Samsara's portfolio of complete Internet of Things ("IoT") solutions combines plug-and-play hardware, software, and cloud to bring real-time visibility, analytics, and AI to operations. We serve tens of thousands of customers across diverse sizes and industries, including transportation and logistics, field services, food production, energy, construction, local governments, warehousing, and manufacturing.

Our growing suite of solutions include Vehicle Telematics, Video-Based Safety, Apps & Driver Workflows, Smart Trailers, Asset Tracking, and Site Visibility — all in an integrated, open, real-time platform.

Thank you again for your consideration. Please do not hesitate to reach out to us directly if we can provide additional details not covered in our response.

We look forward to our continued partnership.

Regards,

Andrew Kent  
andrew.kent@samsara.com



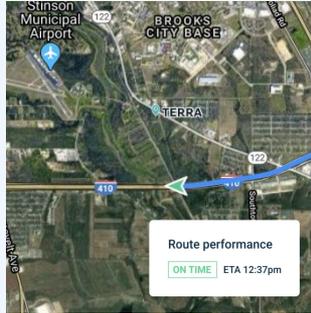
## CONNECTED OPERATIONS PLATFORM

# A single platform for all your operations data



### Video-based Safety

- AI Dash Cams
- Driver Coaching
- Safety Reporting



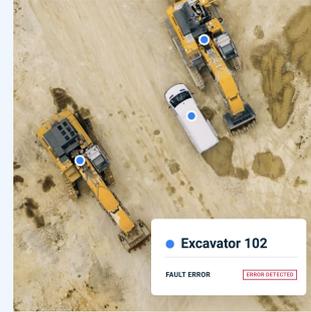
### Vehicle Telematics

- ELD & HOS
- Maintenance
- Fuel & Energy Reporting



### Apps & Workflows

- Mobile Experience Management
- Driver & Fleet App
- Forms



### Connected Equipment

- Smart Trailers
- Asset Tracking
- Utilization Reporting



### Site Visibility

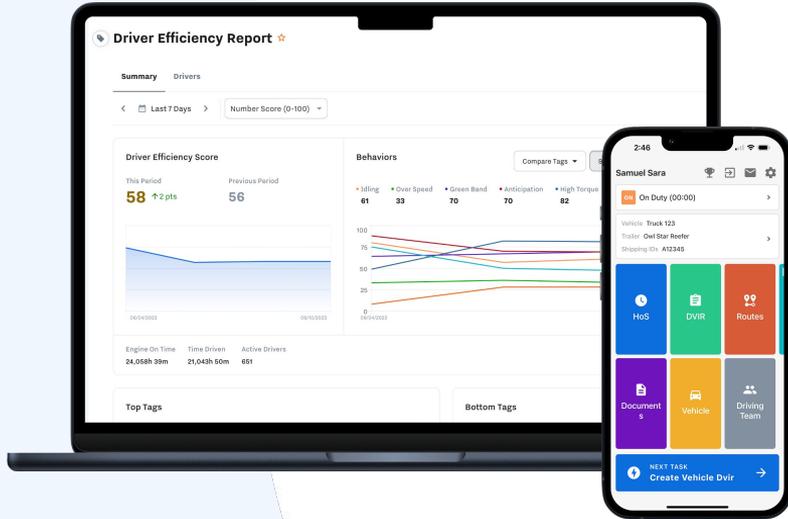
- Centralized Visibility
- Workplace Safety
- Site Security



# **Vehicle Telematics**

## VEHICLE TELEMATICS

# Real-time, personalized experiences to transform fleet efficiency



### Increase Mobile Productivity

Empower your teams with intuitive, personalized workflows for drivers, admins, and technicians.

### Minimize Fleet Risk

Protect your people, assets, and your bottom line with actionable safety, compliance, maintenance, and security insights.

### Maximize Energy Efficiency

Future-proof your operations with advanced fuel analytics, energy management, and emissions planning.

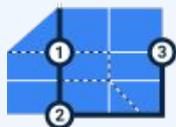
## VEHICLE TELEMATICS

# Real-time, personalized experiences to transform fleet efficiency



### Fleet Tracking

- Real-time GPS Tracking
- Live Location Sharing
- Harsh Braking, Harsh Turning, Harsh Accelerations, Speeding



### Dispatch

- TMS Integrations
- Route Management
- Route Performance Reporting



### Compliance

- ELD & HOS
- IFTA



### Driver Productivity

- Route Documents
- Driver Messaging
- WiFi Hotspot
- Mobile Experience Management



### Fuel & Energy

- Fuel Monitoring
- Fuel Purchases
- Idling & Driver Efficiency
- Emissions Tracking
- Electrification Planning
- EV Charge Monitoring



### Maintenance

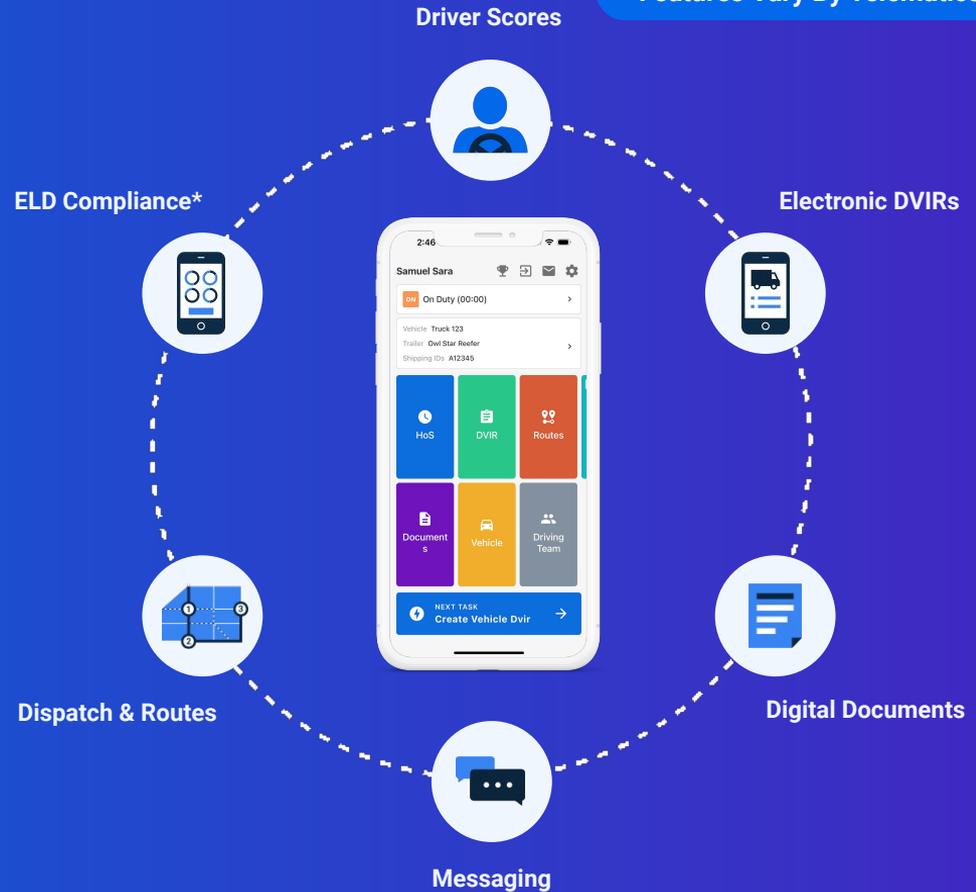
- Remote Diagnostics
- DVIR
- Service Logs
- Scheduled Maintenance



Features Vary By Telematics Plan

# SAMSARA DRIVER APP

## Unlock driver productivity and satisfaction



*\*Available with Essential Plus and Enterprise Plans*

Features Vary By Telematics Plan

Real-Time GPS



Actionable Alerts



HOS Compliance\*

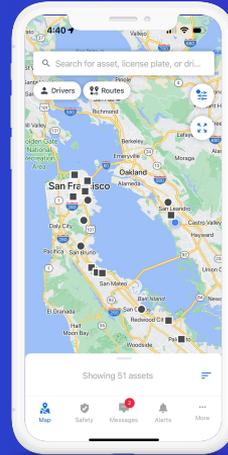


Messaging

Hardware Installer



Live Location Sharing



SAMSARA FLEET APP

Boost back-office  
efficiency with  
on-the-go visibility

\*Available with Essential Plus and Enterprise Plans

## VEHICLE TELEMATICS

# Hardware & Accessories Overview

MODEL	KEY FEATURES
 <a href="#">Vehicle Gateway</a>	<ul style="list-style-type: none"><li>• Real-time GPS tracking and vehicle diagnostics</li><li>• US FMCSA-registered and third-party certified in Canada ELD</li><li>• 4G LTE hotspot</li></ul>
 <a href="#">ID Card Reader</a>	<ul style="list-style-type: none"><li>• Provides increased visibility into student and passenger transit systems</li><li>• Compatible with RFID cards</li><li>• Close-read range prevents data skimming</li></ul>
 <a href="#">Privacy Button</a>	<ul style="list-style-type: none"><li>• Allows drivers to turn GPS tracking on and off when conducting personal activities</li><li>• Easy-to-read LED status light</li></ul>
 <a href="#">Panic Button</a>	<ul style="list-style-type: none"><li>• Allows drivers to alert fleet managers in the event of an emergency</li><li>• Connects directly to the Vehicle Gateway</li></ul>
 <a href="#">Auxiliary Input Hub</a>	<ul style="list-style-type: none"><li>• Adds up to 8 additional auxiliary ports via USB port to the Vehicle Gateway</li><li>• Customizable input lines to capture data from emergency lights and sirens, power take-off, and more</li></ul>
 <a href="#">Engine Immobilizer</a>	<ul style="list-style-type: none"><li>• Allows fleet managers to remotely disable or enable the ignition of a vehicle</li><li>• Instant response to prevent theft</li><li>• Discreet, easy-to-hide design</li></ul>



## SMART TRAILERS

# Transform your trailer fleet operation to maximize efficiency, safety, and profitability

### Proactively manage trailers at scale

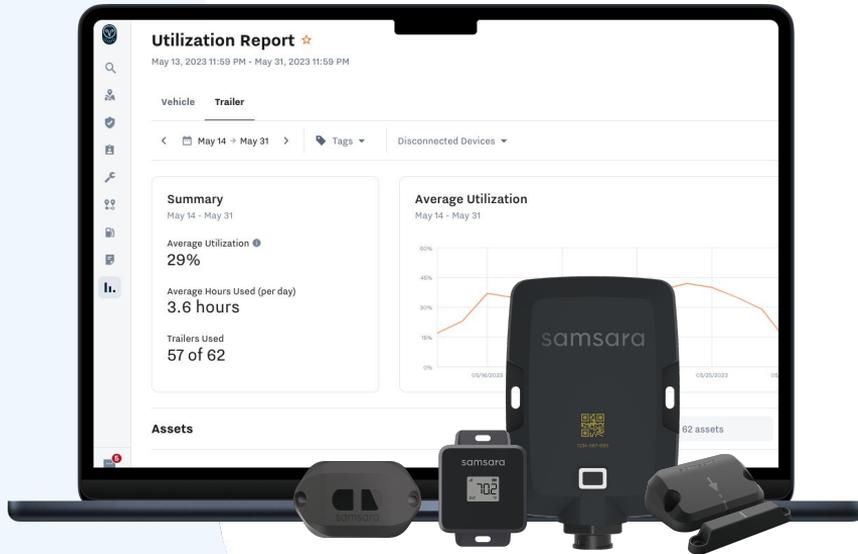
Rapid deployment, high-precision tracking, Reefer, temperature, and cargo monitoring

### Drive peak trailer fleet performance

Trailer condition monitoring and maintenance, utilization and detention insights

### Keep drivers safe and ensure compliance

Digital inspections and documents, real-time alerts for mispulls, ABS and power connection issues



## SMART TRAILERS

# Transform your trailer fleet operation to maximize efficiency, safety, and profitability



### Location Tracking

- Real-time GPS Tracking
- Trip History
- Live Location Sharing
- Routes & Dispatch
- Find My Asset



### Maintenance

- DVIRs
- Advanced Diagnostics
- Maintenance Tools and Scheduling



### Compliance

- ABS Light, Fault Codes, & Trailer Power Alerts
- Temperature Monitoring
- Reefer Monitoring
- Trailer Mismatch Alerts



### Utilization

- Usage Reporting (*utilization, detention, dormancy, time on site, inventory*)



### Cargo & Theft Monitoring

- Geofencing
- Wake on Motion Alerts
- Temperature, Door, and Cargo Monitoring
- Asset Unplugged Alert



### Driver Productivity

- Mobile App
- Asset Search
- Tractor-trailer Association and Mismatch Alerts



## SMART TRAILERS

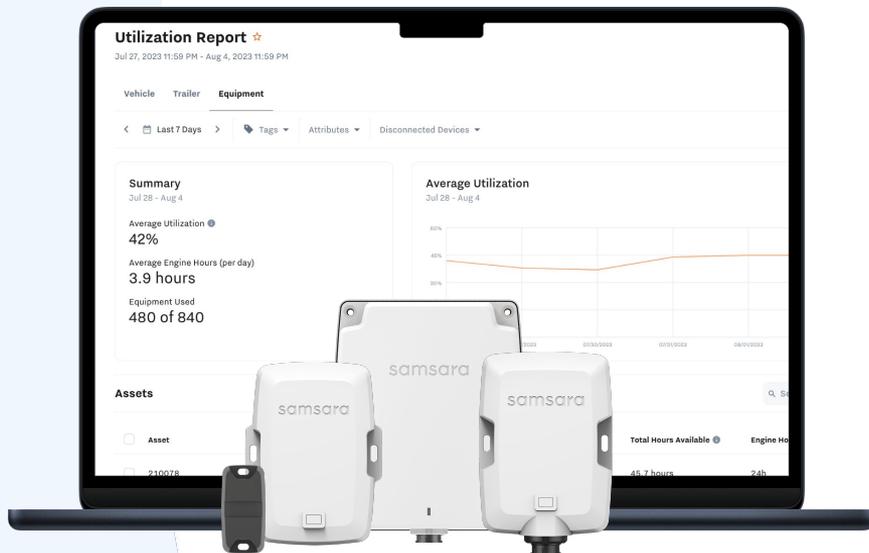
# Hardware & Accessories Overview

MODEL	KEY FEATURES
 <p><a href="#">Unpowered Asset Gateway</a></p>	<ul style="list-style-type: none"> <li>• 3-5 year Battery Life</li> <li>• IP67 and IP69K-rated Enclosure</li> <li>• Wake-on Motion Alerts</li> </ul>
 <p><a href="#">Powered Asset Gateway</a></p>	<ul style="list-style-type: none"> <li>• Real-time GPS &amp; Utilization</li> <li>• IP69K-rated Enclosure</li> <li>• Compatible with high voltage systems up to 60V</li> <li>• Backup Battery</li> </ul>
 <p><a href="#">Environmental Monitor</a></p>	<ul style="list-style-type: none"> <li>• Temperature monitoring</li> <li>• IP67 and IP69K-rated Enclosure</li> <li>• Runs for 3 years on a single AA battery</li> </ul>
 <p><a href="#">Door Monitor</a></p>	<ul style="list-style-type: none"> <li>• Monitor roll-up and swing doors</li> <li>• IP69K-rated Enclosure</li> <li>• Runs for 4-5 years on a single AA battery</li> </ul>
 <p><a href="#">Cargo Monitor</a></p>	<ul style="list-style-type: none"> <li>• Track the absence or presence of cargo in containers</li> <li>• IP67-rated Enclosure</li> <li>• Runs for 4-5 years on a single AA battery</li> </ul>

# **Asset Tracking**

## ASSET TRACKING

# Boost your bottom line and better protect your equipment



**Protect equipment and assets**  
with proactive location tracking tools

**Optimize asset utilization**  
with actionable operational insights

**Boost productivity and service**  
by consolidating assets in a single view

## ASSET TRACKING

# Boost your bottom line and better protect your equipment



### Location Tracking

- GPS Tracking
- Customizable or Scheduled Check-ins



### Maintenance

- Advanced Diagnostics
- Maintenance Tools
- Benchmarking



### Asset Utilization

- Dormancy Report
- Utilization Report
- Time on Site Report



### Inventory Management

- Consolidated Visibility
- Inventory Report



### Theft Protection

- Geofencing & Alerting
- Wake on Motion
- Find My Asset



### Digital Experience

- Asset Search
- Digital Documents
- Mobile app



# Find My Asset

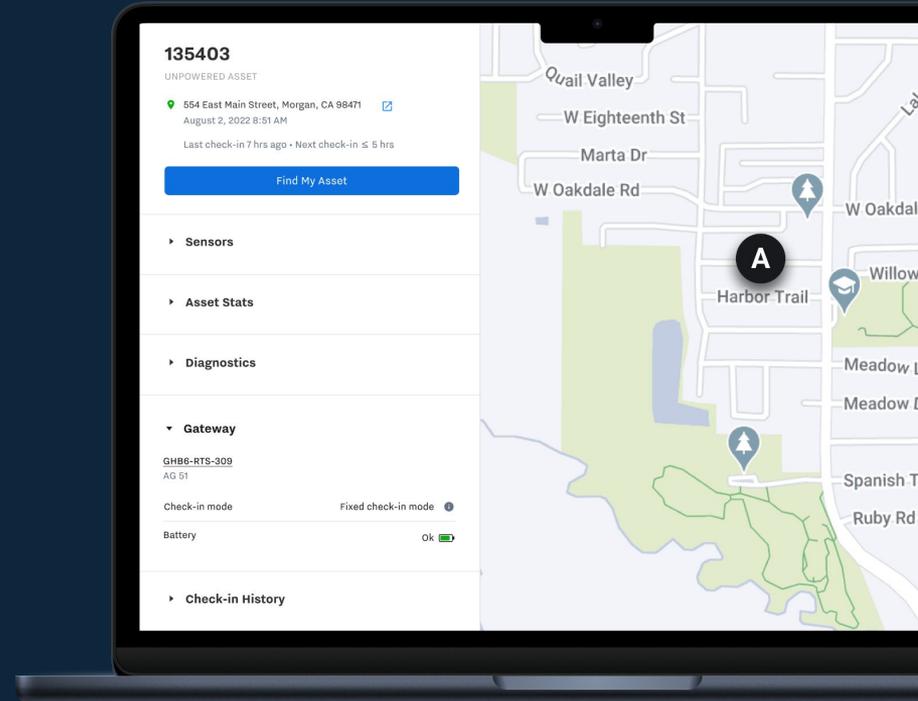
Save time locating and tracking high-value unpowered assets

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One Time Check-in

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Custom Check-in Session



## ASSET TRACKING

# Hardware & Accessories Overview

MODEL	KEY FEATURES
 <p><b>Asset Tag</b></p>	<ul style="list-style-type: none"> <li>• Track small assets</li> <li>• Leverages VG or AG networks</li> <li>• 5 year Battery Life</li> </ul>
 <p><a href="#"><u>Unpowered Asset Gateway</u></a></p>	<ul style="list-style-type: none"> <li>• 3-5 year Battery Life</li> <li>• IP67 and IP69K-rated Enclosure</li> <li>• Wake-on Motion Alerts</li> </ul>
 <p><a href="#"><u>Powered Asset Gateway</u></a></p>	<ul style="list-style-type: none"> <li>• Real-time GPS &amp; Utilization</li> <li>• IP67 and IP69K-rated Enclosure</li> <li>• Backup Battery</li> </ul>
 <p><a href="#"><u>Powered Asset Gateway Plus</u></a></p>	<ul style="list-style-type: none"> <li>• Real-time GPS &amp; Engine Diagnostics</li> <li>• IP67 and IP69K-rated Enclosure</li> <li>• Backup Battery</li> </ul>

# **Video-Based Safety**

## VIDEO-BASED SAFETY

# Purpose-built technology for world-class safety programs

### Detect risk and protect your fleet

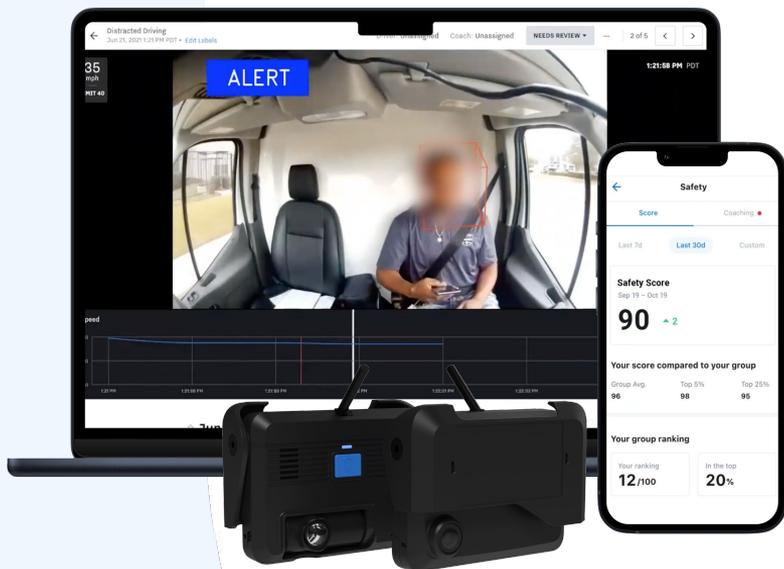
Capture 360° risk with reliable, AI-detected safety events and seamless, cloud-based video retrieval.

### Empower drivers to build safe habits

Help prevent incidents with AI-based voice coaching and video-based coaching workflows.

### Differentiate as a safety leader

Proactively recognize safe drivers and save on insurance with actionable insights.



## VIDEO-BASED SAFETY

# Purpose-built technology for world-class safety programs



### Safety Event Detection

- Crashes, Harsh Braking, Harsh Turning, Harsh Accelerations and Speeding
- Inward & Outward Camera Obstruction
- AI-Detected Safety Events\* (e.g. tailgating, rolling stops, inattentive driving, mobile usage, no seatbelt)



### Safety Event Details

- Safety Inbox
- Safety Event Details Page



### Video Retrieval

- Unlimited Video Retrieval\*\*
- Start & End of Trip Images
- Parking Mode
- Periodic Trip Images



### Coaching & Training

- Driver Video Share (via Driver Portal)
- Manager-led Coaching
- AI-based Voice Coaching (e.g. In-Cab Alerts & In-Cab Nudges)
- Virtual Coach
- Safety Training



### Insights & Reporting

- Risk Factors
- Driver Performance
- Coaching Performance
- Event Resolution
- Safety Scores

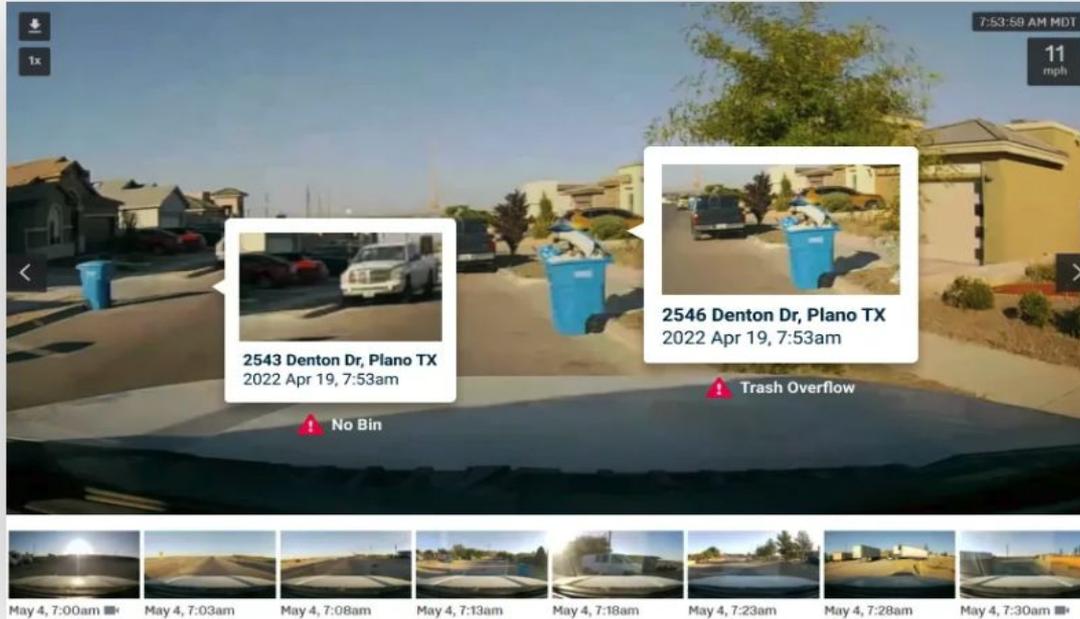


\*Events only reflected in the Samsara dashboard. Does not include in-cab alerts.

\*\*Limited to available video types and duration (e.g. 1 minute for High-res, 10 min Low-res & 40 min Hyperlapse). May be subject to rate limits for excessive use.

Note: Specific feature availability may vary by pricing plan. Purchase of any Safety Plan in the absence of other plans by default will include Real-time GPS, Geofencing, Driver Assignment, Trips and Trip History Reports in all plans.

# Leverage data to provide better services to your community



PROXIMITY SEARCH +

SERVICE COVERAGE MAP +

EVENT CAPTURE -

Provide proof of service, reason for lack of service, or alert on potholes, waste bins, road conditions or public facility status with camera footage.

MOBILE WORKFLOWS +



See how Boston Public Works optimized their services with Samsara.

[Watch Video](#)



ADD-ON

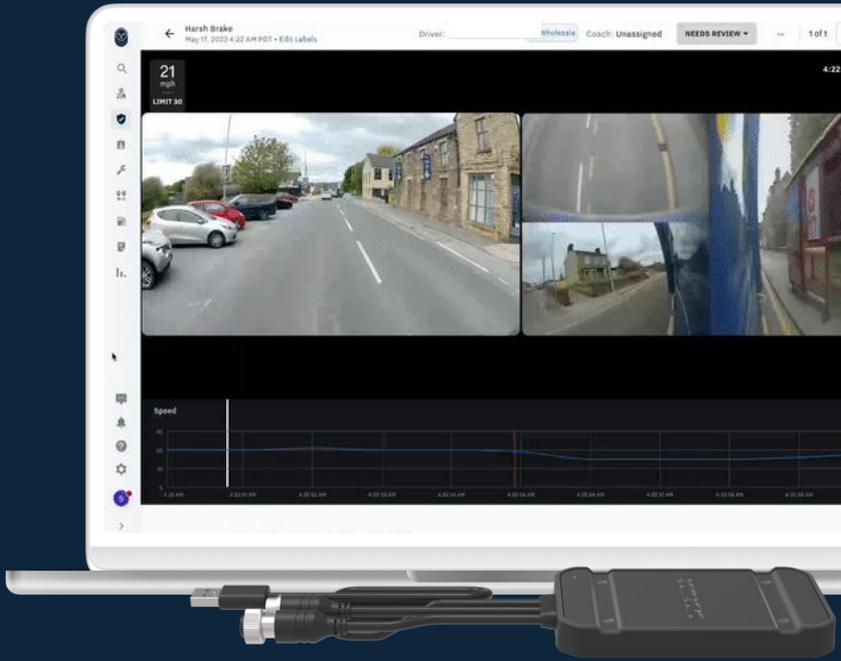
# HD Camera Connector

360° HD Video Visibility

Coach drivers with full context with side, rear and interior HD video

Protect against expensive claims with 360° HD video retrieval

Install efficiently across your fleet by leveraging existing camera investments



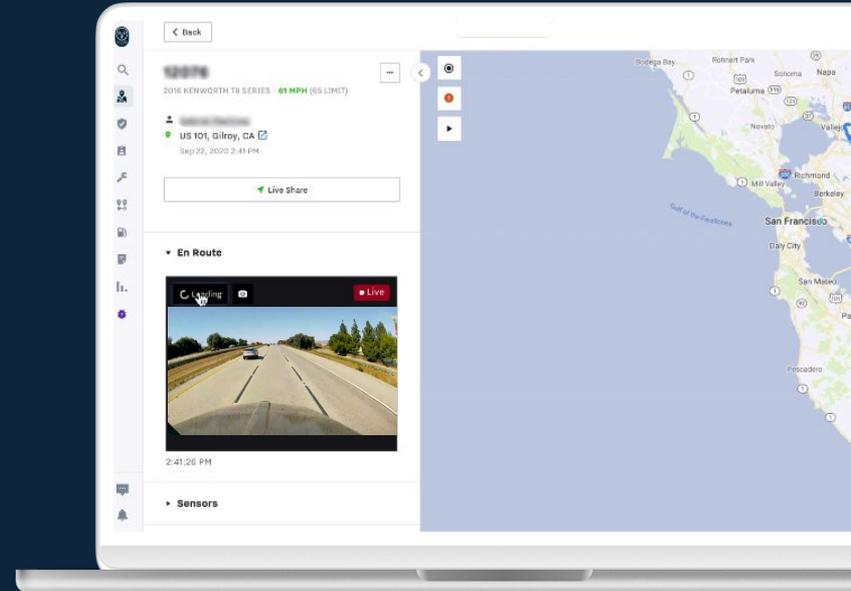
ADD-ON

# Live Streaming

Coach and engage drivers from anywhere

Gain peace of mind with a live view of road and traffic conditions

Provide remote coaching and feedback through a virtual ride-alongs



## VIDEO-BASED SAFETY

# Hardware & Accessories Overview

MODEL	KEY FEATURES
 <a href="#">Dual-Facing AI Dash Cam</a>	<ul style="list-style-type: none"><li>● 1440p front-facing resolution with 30 FPS, 1080p driver-facing resolution with 15 FPS</li><li>● 129° front-facing, 167° driver-facing field of view</li><li>● AI to analyze driver behavior and road conditions in real-time</li><li>● Built-in speaker for optional AI-based voice coaching</li><li>● Pairs with the Vehicle Gateway to automatically upload footage to the Samsara Connected Operations Cloud</li></ul>
 <a href="#">Front-Facing AI Dash Cam</a>	<ul style="list-style-type: none"><li>● 1440p resolution with 30 FPS</li><li>● 129° field of view</li><li>● AI to analyze road conditions in real-time</li><li>● Built-in speaker for optional AI-based voice coaching</li><li>● Pairs with the Vehicle Gateway to automatically upload footage to the Samsara Connected Operations Cloud</li></ul>
 <a href="#">HD Camera Connector</a>	<ul style="list-style-type: none"><li>● Hub for side, rear, interior visibility</li><li>● Connect 4 third-party camera feeds to the Samsara Connected Operations Cloud</li><li>● Requires a Vehicle Gateway and CM3X dash cam</li><li>● Simple self-installation</li></ul>

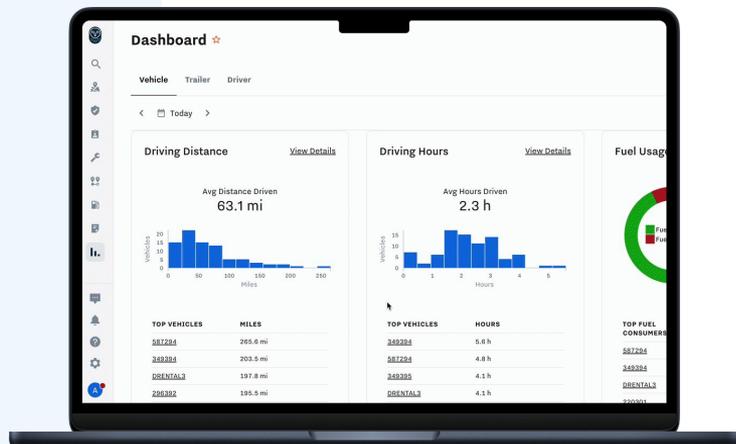
## VIDEO-BASED SAFETY

# Hardware & Accessories Overview

MODEL	KEY FEATURES
 <a href="#">Panic Button</a>	<ul style="list-style-type: none"><li>• Allows drivers to alert fleet managers in the event of an emergency</li><li>• Sends an alert to managers with captured video footage</li><li>• Connects directly to Vehicle Gateway</li></ul>
 <a href="#">Dual Lens Cover</a>	<ul style="list-style-type: none"><li>• Covers all lenses on the CM34 or CM33 dash cams</li><li>• Easily attaches and detaches to the CM33 or CM34 dash cam</li></ul>
 <a href="#">Driver-Facing Lens Cover</a>	<ul style="list-style-type: none"><li>• Covers the driver-facing lens on the CM34 dash cam</li><li>• Easily attaches and detaches to the CM34 dash cam</li></ul>
 <a href="#">Windshield Shim</a>	<ul style="list-style-type: none"><li>• Mounts CM33 or CM34 dash cams onto most common angled and split-pane windshields</li><li>• Creates a level plane for dash cam to point forward</li></ul>

# **Samsara Platform**

# One pane of glass for all your products



## Extend your systems easily

Expand without limitations using an open API, Webhooks, Data Connectors, and turnkey integrations

## Focus on the data that matters

Configure the right level of visibility for every role in your organization

## Deliver critical insights at the right time

Empower your team to take swift action with timely alerts and automated reports

## Make informed decisions to win

Enhance your business savvy with insights fueled by every part of your operations

# Home of the largest partner ecosystem

OEMs



INSURANCE



TMS & ERP



IT DATA



FUEL  
MANAGEMENT



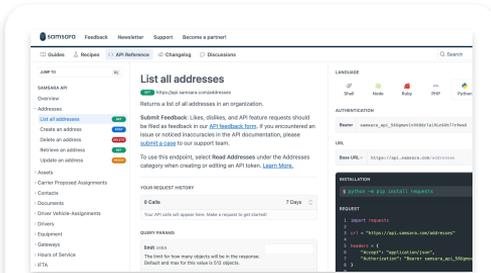
MAINTENANCE



270+ PARTNER INTEGRATIONS TO TRANSFORM YOUR OPERATIONS

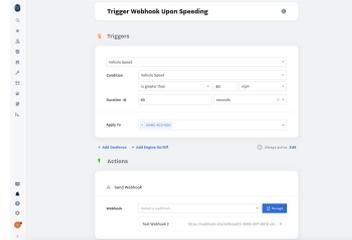
[samsara.com/resources/marketplace](https://samsara.com/resources/marketplace)

# Developer Tools



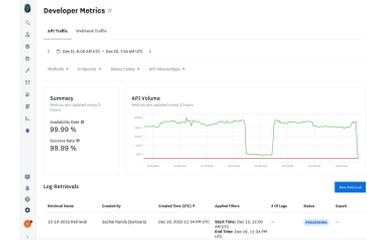
## REST API

- **200+** API endpoints across all major areas of the product (e.g. safety, compliance, asset tracking, driver workflows).
- **Full Documentation** and live testing of API endpoints.
- **Dynamic Changelog** for the latest updates



## HTTP Webhooks

- **Automatically Push** data into other systems with alert triggers.
- **Subscribe** to events feeds for streaming updates of critical events.
- **Enterprise Grade** versioning and changelogs.



## Developer Metrics

- **View Health Metrics** for reliability, availability, and total API traffic.
- **View & Export** 30 days of API and HTTP Webhook traffic.
- **Filter** by status codes, integration endpoints, and more.

## SPOTLIGHT

# Data Connectors

Integrate data seamlessly across applications and platforms

## Power BI Connector (Available in Beta)

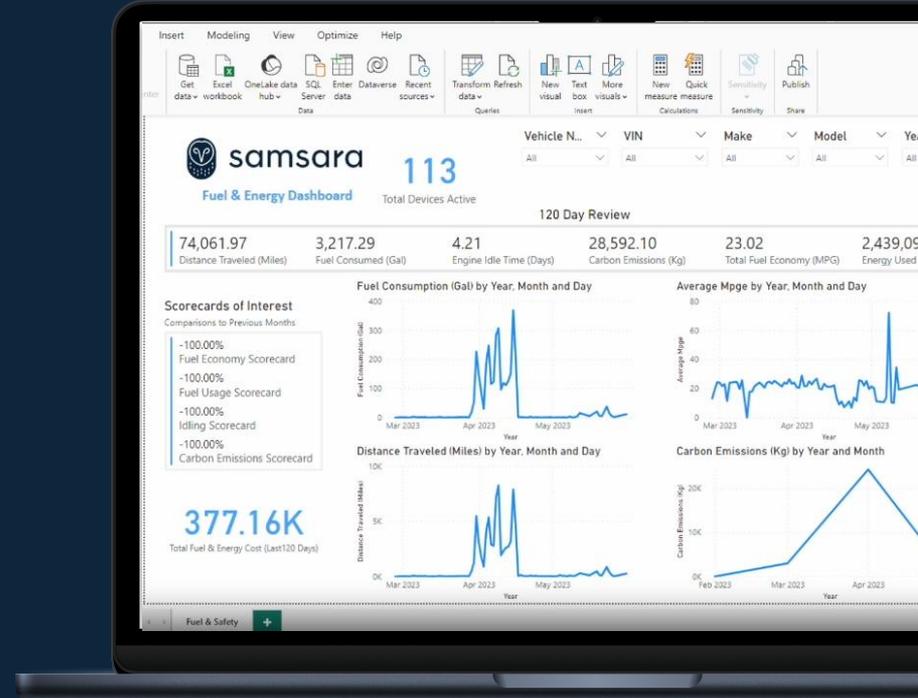
Quickly build KPI dashboards without needing to implement a full data warehouse pipeline

## Kafka Connector (Available in Beta)

Stream real-time dense operations data such as asset GPS and speed

## Tableau Connector (Available soon)

Quickly build KPI dashboards without needing to implement a full data warehouse pipeline



**Built from the ground up with reliability, data privacy, and security in mind**



## Architecture / Security Highlights

- Designed for rapid failover in the event of hardware failure or major disaster
- Deployed in AWS across multiple availability zones
- Leverage FIPS 140-2 validated encryption for all databases that store Customer Data.
- Mature vulnerability / patch program implementing industry best-practice SLAs
- Dedicated threat detection & incident response teams combined with audit logging / monitoring tools
- Regular Compliance audits – SOC2, regular 3rd-party pen-testing, ISO, NIST CSF
- Enterprise-grade security posture – endpoint management, zero-trust access, red-team exercises, etc.

More details available at:

<https://www.samsara.com/legal/security>

## PLATFORM

# Providing end to end visibility, actionable insights and a simplified user experience.



### Metadata

- Custom Roles
- Tags
- Attributes



### Reports & Alerts

- Emails, SMS
- Customizable Reports
- Webhooks
- In-App Alerts
- 3rd Party Messaging



### Data Connectors

- Kafka
- Power BI



### Security & Privacy

- Soc 2 Certification
- ISO Certification
- Activity Logs
- End-to-End Encryption
- Custom Data Retention



### Integrations

- OEMs, TMS, Fuel Cards
- Insurance
- Routing & Dispatch
- Open APIs
- ...and more



### Mobile Experience

- Driver App
- Fleet App



# **Closing Slides**

# Functional Requirements

Below is our completed response to the RFP's Scope of Work:

CAPABILITY INQUIRY	SUPPLIER COMMENTS
<p><b>Price</b></p>	
<p>Provide a proposed fee schedule broken down by task.</p>	<p>Please see the <a href="#">Pricing Section</a> contained in this document.</p>
<p><b>Qualifications</b></p>	
<p>Provide a profile of experience for the Vendor including, but not limited to, the Vendor's experience, in the last three (3) years, with projects of this size and scope.</p>	<p>Please see the <a href="#">Appendix - Customer Case Studies</a> in this document.</p>
<p>Describe the availability of the Vendor if assistance is needed beyond the initial installation/training of equipment. (i.e. Call Center).</p>	<p>Samsara has 24/7 North American based support via email, phone and chat. Troubleshooting can be done remotely with support via the dashboard and warranty replacements can be issued and arrive within 24 hours as needed. You will be dealing directly with Samsara who designs, manufactures, sells and supports our platform, no 3rd party resellers or support involved.</p> <p>Based on internal data, we answer calls on average within 1 minute and we respond to cases submitted online within 2 hours. We have SLAs tied to initial response times and overall system uptime. Our data shows that we solve over 75% of our support cases within 24 hours. Support cases/assistance can be initiated through the Dashboard, via email, and/or live via phone support. Samsara has a customer success team that is specifically dedicated to providing new customer training, dashboard setup, installation guidance, project planning, and more.</p>
<p>Provide a minimum of five (5) customer references that Vendor has performed similar scope services, preferably similar in size and complexity, as specified herein within the past three (3) years.</p>	<p>Please see the <a href="#">References Section</a> contained in this document.</p>

# Functional Requirements

Below is our completed response to the RFP's Scope of Work:

CAPABILITY INQUIRY	SUPPLIER COMMENTS
<p><b>Product Functionality</b></p>	<p>Complies. The Samsara Fleet Overview of the Dashboard shows all Assets/Vehicles simultaneously and in real-time as they move, idle, or stop. The Samsara Vehicle Gateway is provider agnostic in that we roam and work on all major carriers throughout Canada and the USA.</p> <p>Connections to the VG are secured via WPA2 for wireless, and pki keys for BT/USB for added BT sensors, Samsara cameras, and Samsara's camera connector. Data stored on Samsara devices is encrypted via AES256 encryption. For data in transit, Samsara uses TLS 1.2, and signatures. Samsara devices run our firmware, which is updated OTA and verified through digital signatures. Samsara uses SSL (using AES 256) for all communications between our vehicle gateway devices and the Samsara cloud. End users of our system use HTTPS to access the web interface SSL/TLS1.2).</p> <p>Internally, Samsara uses AWS and EDR tools to monitor for suspicious activity. For customers, alerts can be customized as needed and configured uniquely for different groups of assets and geographic areas by using tags. For more details, please see <a href="https://kb.samsara.com/hc/en-us/articles/360050625112-Enhanced-Security-Related-Alerts">https://kb.samsara.com/hc/en-us/articles/360050625112-Enhanced-Security-Related-Alerts</a></p> <p>Finally, Samsara has a SOC2 report outlining all of our security measures in great detail. We will be happy to share with the City of Port Arthur upon signature of Samsara's mutual NDA.</p>
<p>User friendly tracking technology w/security access</p>	<p>We do not archive customer data; you have access to 100% of your historical data throughout your life as a customer, whether that be 1 year or 10+ years, and you can access the historical data at any time.</p> <p>In addition, we have optional retention policies if you do what your data purged at set intervals over time (i.e. ELD data after 2 years, etc.)</p>
<p>Storage Capabilities: minimum ninety (90) day data retrieval, five (5) years for archive/retrieval purposes.</p>	

# Functional Requirements

Below is our completed response to the RFP's Scope of Work:

CAPABILITY INQUIRY	SUPPLIER COMMENTS
<p><b>Product Functionality</b></p> <p>Reporting capabilities to include:</p> <ul style="list-style-type: none"> <li>• Monitoring of fuel consumption, maintenance and scheduling</li> <li>• Vehicle identification by City number, description, etc.</li> <li>• Vehicle speed, trip mapping and arrival/stoppage times (time spent at each location and/or down/idle time by date/time and location).</li> <li>• Exception reporting (i.e. speeding, off course, idle time)</li> </ul>	<p>Complies with all of the above.</p> <ul style="list-style-type: none"> <li>• <b>Monitoring of fuel consumption, maintenance and scheduling:</b> Samsara offers comprehensive reporting capabilities which include those parameters. Please see <a href="https://kb.samsara.com/hc/en-us/articles/360042282731-Fuel-Energy-Report">https://kb.samsara.com/hc/en-us/articles/360042282731-Fuel-Energy-Report</a> and <a href="https://kb.samsara.com/hc/en-us/sections/4404411141901-Preventative-Maintenance">https://kb.samsara.com/hc/en-us/sections/4404411141901-Preventative-Maintenance</a></li> <li>• <b>Vehicle identification by City number, description, etc.:</b> Complies, the Samsara apps offer this granular level of vehicle identification with fields that matter to you.</li> <li>• <b>Vehicle speed, trip mapping and arrival/stoppage times (time spent at each location and/or down/idle time by date/time and location):</b> Samsara offers comprehensive reporting capabilities which include those parameters. Please see: <a href="https://kb.samsara.com/hc/en-us/articles/360043378832-Driver-Speeding-and-Speed-Limits">https://kb.samsara.com/hc/en-us/articles/360043378832-Driver-Speeding-and-Speed-Limits</a> and <a href="https://kb.samsara.com/hc/en-us/articles/24482721269261-Planned-vs-Actual-Report">https://kb.samsara.com/hc/en-us/articles/24482721269261-Planned-vs-Actual-Report</a></li> <li>• <b>Exception reporting (i.e. speeding, off course, idle time):</b> Samsara offers comprehensive reporting capabilities which include those parameters. Please see: <a href="https://kb.samsara.com/hc/en-us/articles/7777755254669-Idling-Events">https://kb.samsara.com/hc/en-us/articles/7777755254669-Idling-Events</a></li> </ul>
<p>Real time or minute to minute monitoring</p>	<p>Complies. We ping our telematics devices every 2-3 seconds for near real-time updates.</p>
<p>Equipment/information easily transferred from one vehicle to another.</p>	<p>Complies. Samsara Vehicle Gateways can be swapped to other vehicles at any point. If the diagnostic connection on the two vehicles is the same (for example, both J1939) then the cable / gateway can simply be unplugged on the retired vehicle and then plugged into the new vehicle. In the case where the diagnostic connection is different, our cable exchange tool would be utilized to ship you the appropriate cable for the new vehicle at no cost.</p>

# Functional Requirements

Below is our completed response to the RFP's Scope of Work:

CAPABILITY INQUIRY	SUPPLIER COMMENTS
<b>Product Functionality</b>	
Provide two (2) sets of operational manuals for generating reports, per order.	Complies. Samsara's operation manuals are all online and will be provided at no cost to the City, in as many copies as needed.
Two way messaging service.	<p>Complies.</p> <p>Driver Side: The Samsara Driver App allows drivers and dispatchers to communicate via text in a safe format and without leaving the app. Messaging in the app is safe- a driver cannot send or read messages while driving but can safely play them out loud while in Drive status (if enabled).  <a href="https://kb.samsara.com/hc/en-us/articles/360006572192-Fleet-Messages">https://kb.samsara.com/hc/en-us/articles/360006572192-Fleet-Messages</a></p> <p>Dispatcher Side: Messages can be sent to the drivers from the Dashboard or from a mobile device while out in the field by using the Samsara Fleet App. Dispatchers get read receipts as soon as a driver reads or plays a message. Alerts (SMS/Email/Push) can be configured for incoming driver messages to make sure dispatchers have immediate visibility.  <a href="https://kb.samsara.com/hc/en-us/articles/360043461711-Driver-Messages">https://kb.samsara.com/hc/en-us/articles/360043461711-Driver-Messages</a></p> <p>Driver messaging is also available as an API endpoint which allows Samsara Inc. to programmatically construct and send messages to drivers based on any situation, even when triggered from an external system.</p>
Tamper Resistant Equipment – installed/mounted inconspicuously in a secured location.	Samsara meets this requirement. Our gateways will be installed behind the dashboard using zip ties to make the installation will be tamper resistant. City of Port Arthur, TX can also set up alerts to detect when a Vehicle Gateway has been unplugged to notify appropriate parties of any potential tampering.

# Functional Requirements

Below is our completed response to the RFP's Scope of Work:

CAPABILITY INQUIRY	SUPPLIER COMMENTS
<p><b><i>Product Functionality</i></b></p>	
<p>Ability to video outside of vehicle for vehicles such as trash and garbage truck to document if the trash or garbage was picked up or damage was cause due to the vehicle</p>	<p>Samsara offers its CM33 and CM34 dashcams, with the first one being road-facing only and the second one being a dual-lens road and driver facing. While Samsara does not directly offer the ability to monitor trash pick-up via cameras, we will be able to team up with our long-term partner <a href="#">Safety Vision</a> to deliver side and rear cameras. We have attached their two quotes in Appendix 4 for your review, with the first one including non-recording cameras, and the second one including recording cameras.</p>
<p><b><i>Project Approach</i></b></p>	
<p>Delivery of Equipment</p>	<p>Equipment is generally available to ship within two weeks of order receipt. In many cases we can ship overnight if expedited service is requested. For orders of a thousand or more, we prefer to have insight to the proposed schedule so that we can smooth the supply chain and ensure customer satisfaction. Supply chain is a significant area of competitive advantage where Samsara has invested heavily over the years to avoid disruptions. Because Samsara designs and builds proprietary devices, we are able to control the supply chain.</p>
<p>Installation of Equipment if necessary</p>	<p>Over 90% of Samsara customers choose to self-install our plug-and-play devices. However, should the City prefer to delegate the installation to a 3rd party, we have included in our <a href="#">Pricing Section</a> a column reflecting the installation price by our certified partner, <a href="#">Alpha Communications</a>.</p>

# Functional Requirements

Below is our completed response to the RFP's Scope of Work:

CAPABILITY INQUIRY	SUPPLIER COMMENTS
<p><b>Project Approach</b></p> <hr/> <p>Training</p>	<p>Samsara has a dedicated account team as well as a customer success team that would be assigned after purchasing. Samsara will scope a detailed breakdown of the training required to ensure a successful deployment. All training and implementation costs are included in the software licensing. Each of these live courses will last 1-2 hours and is tailored to administrators, fleet managers, maintenance managers, etc. We take a train-the-trainer approach – we find our most successful customers are ones that are empowered to lead and share Samsara knowledge with their own employees. In support, Samsara supplies recordings of all web training, along with any documentation used.</p> <p>In addition, we also provide access to the following resources:</p> <ul style="list-style-type: none"> <li>• <b>Learning On-Demand:</b> Samsara Academy is our LMS with guided training paths and hundreds of short tutorial videos. The City of Port Arthur will be able to provide administrators with the ability to assign these courses to users and monitor their progress.</li> <li>• <b>Learning from Experts:</b> Learn how to use the latest product features from product experts via digital webinars or live classroom-style workshops.</li> <li>• <b>Learning from Peers:</b> Check out tips and tricks from Samsara Super Users and learn how to get the most out of your Samsara products.</li> </ul> <p>Finally, all users have access to the comprehensive Samsara Knowledge Base online, which provides help articles, guides and videos to answer almost any question. To see the Knowledge Base, please visit: <a href="https://kb.samsara.com/hc/en-us">https://kb.samsara.com/hc/en-us</a></p>
<p>Furnish samples and/or demonstrations of products bid, as applicable.</p>	<p>Samsara will be pleased to offer to the City of Port Arthur a free trial period, as well as demonstrations of desirable features for the City upon request.</p>

# Hardware Models

## VIDEO-BASED SAFETY



### CM

Dual/Forward-Facing AI Dash Cam



### HD Camera Connector

Side, rear, and interior visibility

## SITE VISIBILITY



### SG1-G

Site Gateway - Advanced VMS



### SG1x

Site Gateway Lite - Advanced VMS

## VEHICLE TELEMATICS



### VG

Vehicle IoT Gateway



### ID Card Reader

NFC Card Reader



### Panic & Privacy Buttons

Driver control for alerts and GPS



### Engine Immobilizer

Remotely disable ignition

## SENSORS



### DM11 & CARGO

Wireless Door & Cargo monitor



### EM31

Temperature & humidity monitor

## SMART TRAILERS & ASSET TRACKING



### AG51

Unpowered Asset Gateway



### AG52

Powered Asset Gateway



### AG53

Powered Asset Gateway designed for Trailers



### AG26

Powered Asset Gateway Plus



### AT11

Asset Tag

# Pricing

Samsara's pricing structure is transparent and simple. Licenses for most products include hardware, software, and necessary cables.

## THE LICENSE IS INCLUSIVE OF THE FOLLOWING:

- **All Hardware**
- Samsara Dashboard access with unlimited administrator accounts
- Hardware warranty for the duration of the contract
- Driver App for iOS and Android devices with unlimited driver accounts
- Continued software development, with quarterly feature updates deployed over-the-air at no extra cost
- API access for integration with 3rd party systems
- Dedicated Customer Engagement Manager + onboarding and training
- Platform development, account management and project management, optional SLA

**Samsara does not charge per-feature license fees, activation fees, or other hidden costs.** We have prepared the below pricing for your perusal. Please reach out to **Andrew Kent** if you have any questions.

\*License includes hardware, software, and necessary cables

\*Discounting based on upfront payment

\*Financing terms available based on request

\*To the extent this RFP response includes any description of third-party products and/or services not directly provided by Samsara, the applicable third-party provider or subcontractor will be solely and exclusively responsible for the provision of such products and/or services.

# Experience & Qualifications

## ABOUT SAMSARA

Samsara is the leader in IoT for Connected Operations. Our mission is to increase the efficiency, safety, and sustainability of the operations that power our economy.

Samsara's portfolio of complete Internet of Things ("IoT") solutions combines plug-and-play hardware, software, and cloud to bring real-time visibility, analytics, and AI to operations. We serve over 20,000 customers across diverse sizes and industries, including transportation and logistics, field services, food production, energy, construction, local governments, warehousing, and manufacturing. Our growing suite of solutions include Vehicle Telematics, Video-Based Safety, Apps & Driver Workflows, Equipment Monitoring, and Site Visibility — all in an integrated, open, real-time platform.

Samsara was founded in 2015 by the co-founders of Meraki, now part of Cisco Systems. Our fast-growing team is headquartered in San Francisco, with offices in San Jose, Atlanta and London.

## Your Representatives

### Andrew Kent

*Account Manager*

#### **Responsibilities:**

- Dedicated lead throughout the evaluation process

### Alex Davison

*Field Sales Engineer*

#### **Responsibilities:**

- Scope out technical requirements
- Understand use cases and recommend best practices

### TBD

*Customer Engagement Manager*

#### **Responsibilities:**

- Initial onboarding, scoping, implementation
- Project management
- Lead training sessions for power users and admins

# References

Please find on the right hand side a list of five customer references from Samsara.

**City of Houston, TX**  
**# of Vehicles + Assets - 4,000**  
**Contact - Margarita Garcia Meza**  
**823-395-2803**

**City of The Colony, TX**  
**# of Vehicles + Assets - 400**  
**Contact - Dustin Palmer - Fleet Services**  
**972-624-4449**

**City of La Porte, TX**  
**# of Vehicles - 60**  
**Contact - Donnie Poplaski - Equipment Services**  
**281-470-5114**

**City of Sherman, TX**  
**# of Vehicles - 40 Cameras & Gateways**  
**Contact - Jimmy Mrozinski - Solid Waste Superintendent**  
**903-892-7381**

**City of Galveston (Waste Services), TX**  
**# of Vehicles - 30 Cameras & Gateways**  
**Contact - Dustin Bender - Solid Waste Director**  
**409-797-3638**



# The Samsara Difference

## ALL-IN-ONE PLATFORM

Your time is valuable. Rather than use one platform for safety, another for maintenance, and another for compliance, we bring that all together into one easy-to-use system.

## SUPPORT FOR YOUR BUSINESS

We want to deliver the best experience possible. That's why we have 24/7 US-based support. With Samsara you talk to real people—not robots. Easily get a hold of us via phone, email, or live chat.

## PLUG-AND-PLAY INSTALLATION

Samsara is designed to be easy to manage and intuitive to use. Our plug and play hardware, intuitive, modern design, and our cloud-hosted software mean you can be up and running in minutes.

## ADVANCED ANALYTICS TO PROTECT YOUR TEAM

Protecting your employees and your business is our priority. From dash cams to site cams, cutting-edge AI helps you understand what's happening on the road and in your facilities so you can assist your team in real time and take your safety to the next level.

## CUSTOMER-DRIVEN INNOVATION

We want to give you every edge possible in your business so we refuse to stop innovating. Our team listens to customer requests and leverages the latest technologies to release dozens of incredible new features every year—from live location sharing to tools to take your business paperless.



**If it weren't for Samsara  
I'd probably have at least four  
vendors to cover all the things  
it's doing for us...it just works."**

— Jim Hoss, VP of Operations,  
Cash-Wa Distributing



# Your strategic partner for the long term

Millions of devices successfully deployed

24/7/365 support with <1 minute wait time

End-to-end consultative services

In-depth change management & training

Industry leading peer-to-peer community



## CUSTOMER SUPPORT

# Maximize value in minimal time

Samsara offers global advisory and support resources at every step of your journey.



### Transform operations with a strategic partner

- Trial support and integration best practices
- Rapid feature velocity based on customer feedback



### Drive change at scale and minimize time to value

- Change management guides and checklists
- Trainings and webinars in the Samsara Academy



### Continuously accelerate value & increase adoption

- Planning guidance driven by value playbooks
- Reporting and benchmarking tools



### Overcome obstacles with industry-leading support

- Robust library of support articles
- 24/7/365 multi-lingual, multi-channel support



# Our leadership

Samsara was founded in 2015 by Sanjit Biswas and John Bicket—previously the co-founders of Meraki, the cloud networking leader that was acquired by Cisco Systems for \$1.2 billion. Sanjit and John led Meraki to become a global, multi-product company that served tens of thousands of customers worldwide. In building Meraki, Sanjit and John experienced first-hand how a simple, integrated hardware and software solution could transform an industry like IT.

But while the world of IT has long benefited from Silicon Valley technology, the world of operations—with assets and workers in mobile, remote, and rugged environments—historically has not. Sanjit and John saw that with IoT, this could finally change.

The emergence of ubiquitous, high-bandwidth wireless networks and inexpensive radios, sensors, and cameras made it possible to capture rich data from operations. At the same time, advancements in cloud computing and AI could turn that data into business-relevant insights.

Samsara was founded to create simple, integrated IoT solutions that bring the benefits of data to the operations that power our economy.



**For more information, please visit**  
[www.samsara.com/about](http://www.samsara.com/about)





samsara